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PIYATIDA NAKAGASIN : IMAGE OF DOCTORS AT BAN PHAEO HOSPITAL

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The purpose of this research is to study the current image and the ideal image of doctors from the point of view of doctors and patients. The study will be useful in the development of new methods to hospitalize people. There were two groups used as samples. The first group consisted of seven doctors. The second group consisted of thirty-three patients. The data was gathered between November 1, 1997 - April 30, 1998. Qualitative research methods were used.

The study reveals that current image of doctors, from the point of view of doctors and patients involving job characteristic of doctors were as follows : informing the objectives before examining, giving a chance for patients to tell about their symptoms and explaining clearly about patients' problem with energetic action in curing. But doctors did not give complete body examination and did not give patients any medical advice. Moreover, some doctors were not punctual. About personal characteristics, the study shows that doctors had good personality and proper dressing. The different points of view of doctors and patients about the job characteristic of doctors was regarding the capability of curing patients. Doctors found that they achieve the curing at the moderate level while the patients found it at the high level. Doctors thought that they were not able to diagnose correctly in every case, while patients thought that doctors diagnosed efficiently. Doctors found that they ask patients' symptoms clearly but patients found it was not clear enough. About the personal characteristics, doctors thought that they showed expression of friendship to patients but patients found that doctors did not show enough expression of friendship.

From comparing, the study revealed that there were things for doctors to improve as follow : work efficiency, knowledge and ability in curing, diagnosis, body examination, advice and medical information giving, talking about patients' symptoms with patients, and being more punctual. As for the current and ideal image of doctors from patients' point of view, the study revealed that patients need doctors to improve things as follow : drug prescribing, body examination, advice and medical information giving, symptoms asking, friendship expression and being more punctual.